



THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BACHELOR OF MANAGEMENT STUDIES HONOURS PROGRAMME
LEVEL: 5
MMU5505 RESEARCH METHODOLOGY
FINAL EXAMINATION 2023/2024
DURATION THREE (03) HOURS



DATE: 11th AUGUST 2024 TOTAL MARKS: 100

TIME: 9.30 am – 12.30 pm

Instructions:

- Answer four (04) questions only.
- Marks have been mentioned at the end of each question.
- Start each answer from a new page.

Question No (01)

Shamala runs a business selling readymade garments. She has noticed that customer clothing choices are influenced by several factors, including the fit and comfort of the garment, its aesthetic design, durability, and affordability.

- Suggest a research title for the study. (02 Marks)
 - Write 02 research objectives. (06 Marks)
 - Draft the conceptual framework for this study. (05 Marks)
 - “Crafting a well-defined problem statement is a crucial step in the research process”. Critically, comment on this statement. (12 Marks)
- (25 Marks)

Question No (02)

A supermarket in Colombo wants to survey customers' purchase tendencies of discounted items. On average, 50,000 customers visit the supermarket daily.

- Propose a suitable sampling technique for this study. Justify your answer. (15 Marks)
 - Explain the most appropriate data collection method for this study. (10 Marks)
- (25 Marks)

Question No (03)

- Critically explain the importance of literature review on a research study. (15 Marks)
 - “The knowledge of four measurement scales is essential for researchers to effectively design a survey questionnaire”. Do you agree with the statement? Explain. (10 Marks)
- (25 Marks)

Question No (04)

Roger is planning to conduct a research study on religion and the jewelry fashion choices among the females in Sri Lanka.

i) Explain the difference between inductive and deductive approaches. (10 Marks)

ii) Recommend the most appropriate data collection method for the study with justifications. (15 Marks)

(25 Marks)

Question No (05)

Write short notes.

i) Ethics in Research

ii) Quantitative Research

iii) Research Design

iv) Reliability and Validity

v) Probability Sampling Techniques

(25 Marks)

(Total 100 Marks)

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